URBIS 77:

A modern design of the traditional neighborhood development (TND)

The genesis of creating Urbis 77, a modern, urban, residential neighborhood was formulated by conducting a research and design process as outlined below:

SITE ANALYSIS

- 1. Cortesian apartment complex, the existing structure, is located ½ mile west of the intersection of Camelback and Scottsdale Road—a major employment, entertainment and shopping area.
- 2. The neighborhood immediately to the north, south and east is a medium to high-density, pure residential neighborhood without commercial components.

RESEARCH

- 1. We examined highly successful, well-established neighborhoods that are in close proximity to the city core, yet are residential with no commercial applications—neighborhoods that attract residents that propel a city into greatness.
- 2. We narrowed our closer examination to include Lincoln Park, (Chicago) Beacon Hill (Boston), and Georgetown (Washington, DC).
- 3. We also examined other traditional neighborhood locations that have similar open space requirements that Scottsdale residents desire, including Santa Monica, California and Oak Park, Illinois.

RESULTING DESIGN PRINCIPLES AND PRODUCT TYPE

- 1. Design Principles:
 - Neighborhoods all have a tartan grid pattern with well-defined city blocks;
 - Housing fronts and is open to the street, resulting in excellent pedestrian linkage to the neighborhood and city;
 - Architecture varies in style and treatment, which adds to the character and stimulation of the neighborhood;
 - Although the architecture styles vary, the neighborhood is "bound" by common building set backs and height, side walks, hard scape (benches, light poles), landscaping, and lighting;
 - Finish Floors of the main floors are elevated 2 to 5 feet above curb, which creates a perceived safety and privacy buffer from the rest of the neighborhood;
 - Parallel parking is available on the street in front of residences;

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- Street traffic is slow and two-way;
- Trees on the street are of the same species and planted in exact spacing and set-back; common tree landscaping "binds" the streetscape;
- The street itself becomes a pedestrian-stimulating environment, where it is more enjoyable to walk down the street than it is to drive down it.

2. Product Types:

- Row houses
- Flats in small 3 to 6 unit buildings
- Flats in large double-lot 7 to 20 unit buildings
- Urban mansions

INCORPORTATING POSITIVE DESIGN PRINCIPLES

Site Plan:

<u>Principle:</u> All neighborhoods are city blocks with well-defined neighborhoods.

<u>Incorporation:</u> Urbis 77 is six 300' by 300' city blocks, designed as a pedestrian-centered neighborhood.

<u>Critical Point:</u> Urbis 77 will flow seamlessly within the neighborhood regardless of the product. If it is torn down and redeveloped, as long as new redevelopments incorporate traditional neighborhood design principles, its site plan and structural development will remain functional.

Grid-Pattern

<u>Principle:</u> As in the design of all of the aforementioned neighborhoods, the streets are laid out in a tartan grid pattern. This familiar pattern enables one to easily maneuver within the development.

<u>Incorporation</u>: Urbis 77 adopts a six city-block tartan grid pattern that makes navigation within the site intuitive.

<u>Critical Point:</u> While the design is simple, it creates a vibrant experience by combining the "urban mansion" effect, architecture, hardscape, front yards, lighting, building heights and pedestrian flow—all of which rest on the natural flow of the pattern.

Surface Drive Lanes:

<u>Principle:</u> Surface drive lanes emulate the south slope of Beacon Hill, and other well-established cities with exceptionally designed neighborhoods: the street thereby becomes "open space".

<u>Incorporation:</u> Urbis 77 surface drive lanes are designed as a pedestrianstimulating amenity, as opposed to standard asphalt drive lanes. <u>Critical Point:</u> The streetscape of the six city blocks provides an experience of "open space"—which is primary to pedestrian enjoyment.

Product Type:

<u>Principle:</u> The highest value, most stable neighborhoods have an urban mansion "feel or look" with large front yards and smaller side yards. <u>Incorporation:</u> Urbis 77 designed buildings adjoin row houses to appear as large urban homes, by incorporating large fronts yards and perceived twelve foot side yards between buildings.

<u>Critical Point:</u> Urban homes retain value and increase the stability of the neighborhood in the long term.

IDENTIFYING AND REDUCING NEGATIVE DESIGN PRINCIPLES

Because they were designed before the automobile was invented, the neighborhoods we researched have certain limitations:

Parking:

<u>Negative Principle:</u> (1) Properties are under-parked, and garage or secure parking is limited or unavailable; (2) Alleys are unattractive housing for cars, trash containers, and power lines.

<u>Revision:</u> Urbis 77 hides garage doors from street elevations, providing two-car attached garages underground.

<u>Critical Point:</u> While resolving the parking problem, eliminating the alleys also increased the availability of open space by incorporating existing lanes as part of the open space planning.

Outdoor Space:

<u>Negative Principle</u>: (1) Private outdoor yards, patios, balconies, or roof decks are limited or unavailable; (2) Open space and especially contiguous open space to each unit is limited or unavailable.

<u>Revision</u>: Row houses with an urban mansion "look and feel" allow each homeowner to enjoy a private roof deck, and to have multiple areas of attached outdoor space.

<u>Critical Point</u>: This incorporates the best of both urban and suburban living – suburban-like outdoor space with urban amenities

SCOTTSDALE: ADJUSTING THE DESIGN CONCEPT

Urbis 77 will serve Scottsdale as a reduced-density neighborhood (in comparison to Lincoln Park, Beacon Hill or Georgetown) that incorporates the pedestrian-centered street concept of those neighborhoods. Well-designed and strategically placed open space will attract current and new Scottsdale residents who demand and deserve the enjoyment of the Arizona outdoor lifestyle.

With the attraction of residents to outdoor and open space, research shows that Scottsdale residents desire and choose residential locations like Santa Monica, California, and Oak Park, Illinois. Oak Park and Scottsdale were both heavily influenced by Frank Lloyd Wright, who included the "front yard" (an abundance

signifier) in all of his designs. This aesthetic is incorporated into the City of Scottsdale zoning code, which requires designs to include 50% of open space in the front yard.

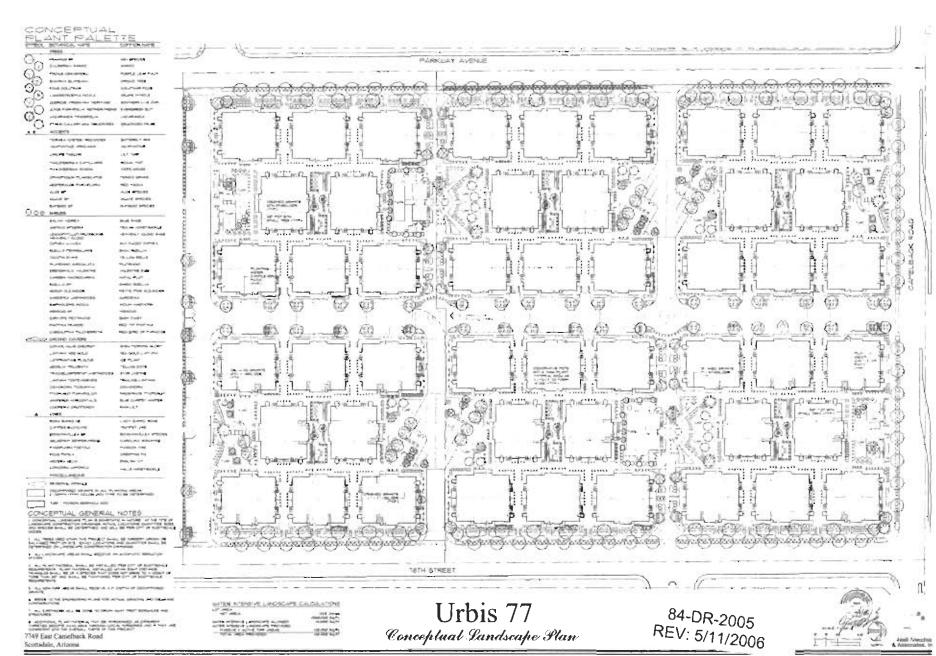
Thus, Urbis 77 marries the best of both neighborhood design principles: the open space of Oak Park (in front yard and side yards) – with the pedestrian-friendly streetscapes of Beacon Hill.

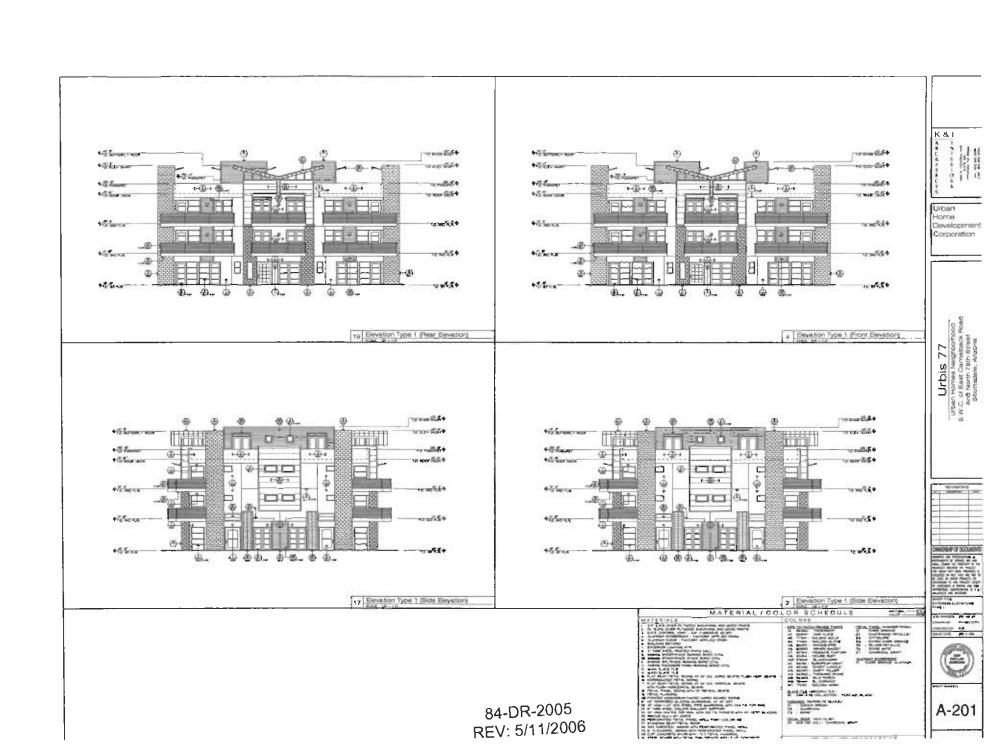
Urbis 77, per each city block, has 4 open areas, and each open area serves multiple purposes:

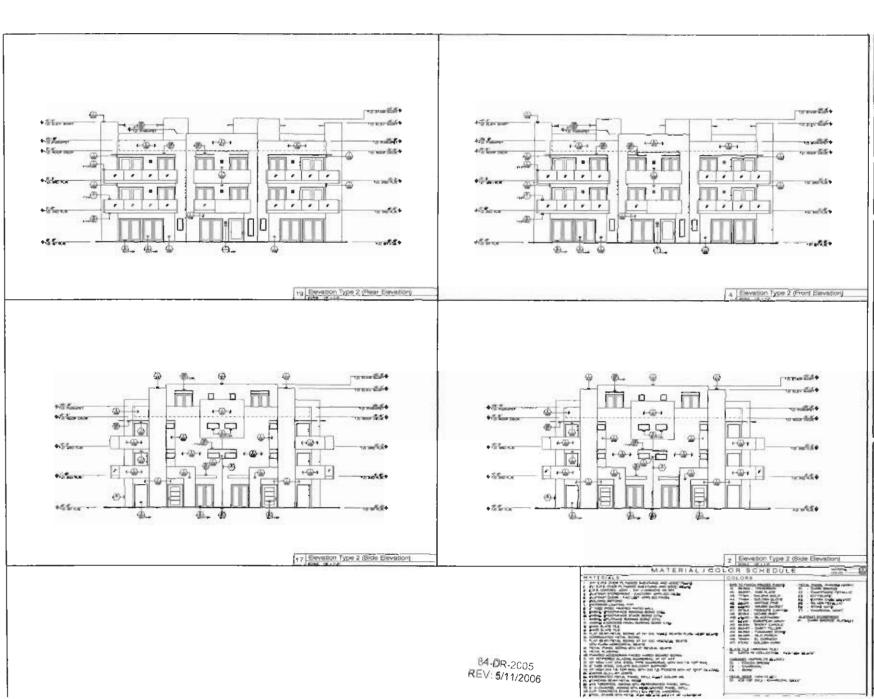
- 1. The open area serves as an extension of its immediately contiguous units, providing the residences with highly useable open space.
- 2. The front yard gives the visual appearance of the urban mansion as found in less dense, highly successful neighborhoods.
- 3. The front yard open areas can be enjoyed by others living in the neighborhood without intruding on privacy.
- 4. Multiple contiguous open spaces allow for greater variation in theme and style, ultimately creating more character for the neighborhood.

SCOTTSDALE: VALIDATING THE CONCEPT

The incredible citizen demand for traditional neighborhood developments across the country have spurned 120 new TND's, from larger master plans to smaller developments. Kierland Commons in Phoenix, the first TND in Arizona, has proven to be highly successful. We believe Urbis 77 will set a standard for the redevelopment of medium-density neighborhoods for the outdoor "city" lifestyle that the residents of Scottsdale deserve.







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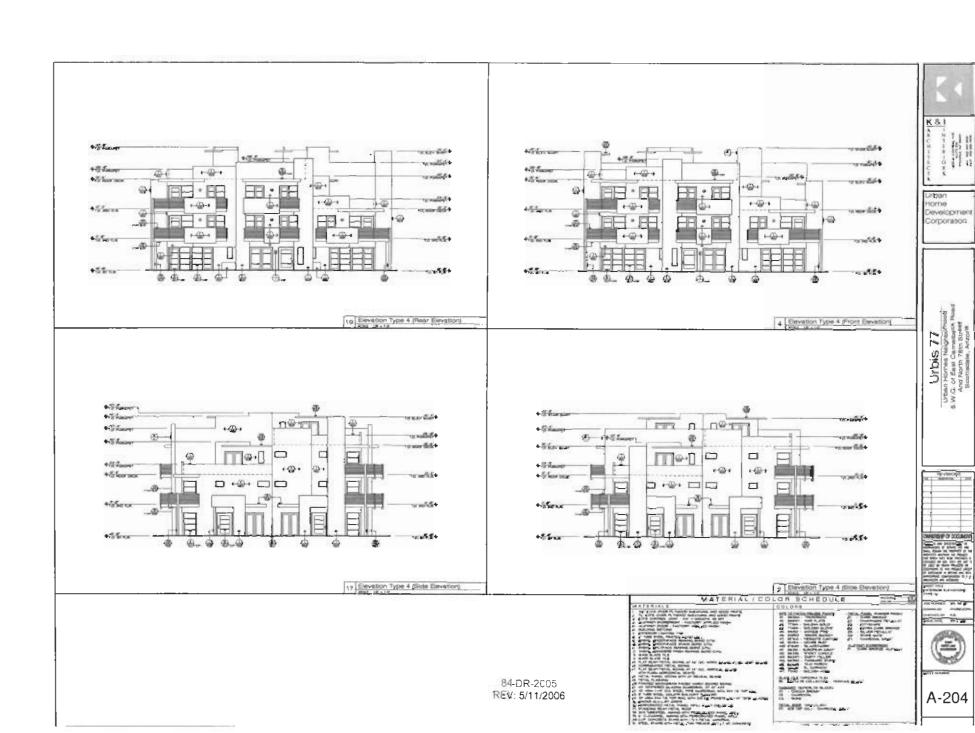
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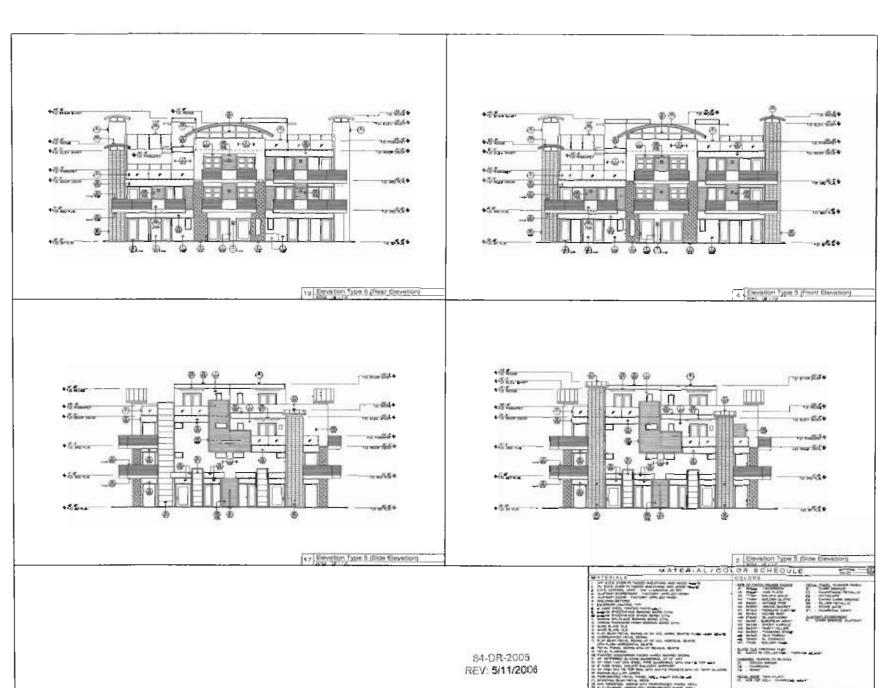
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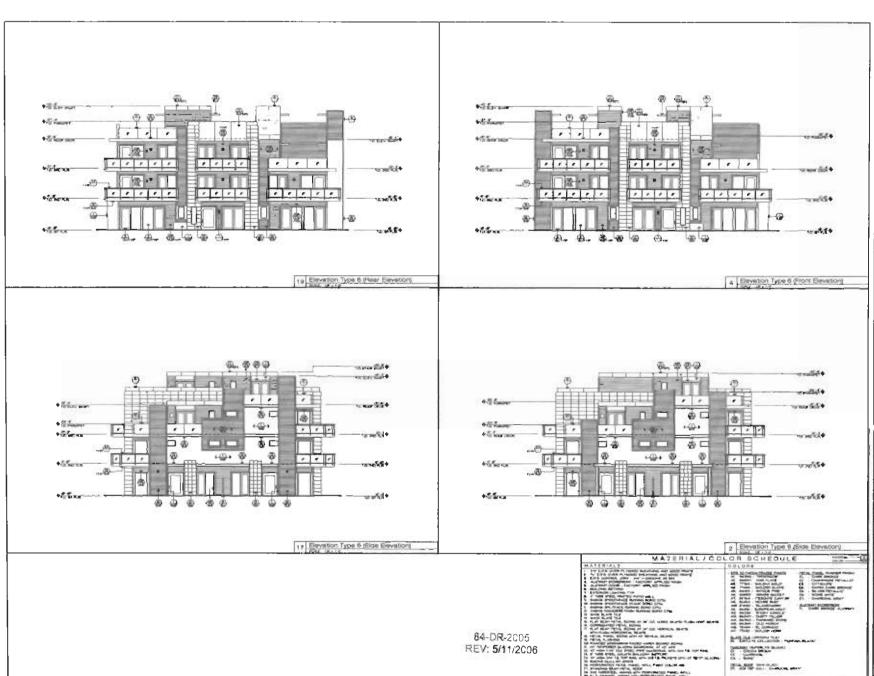
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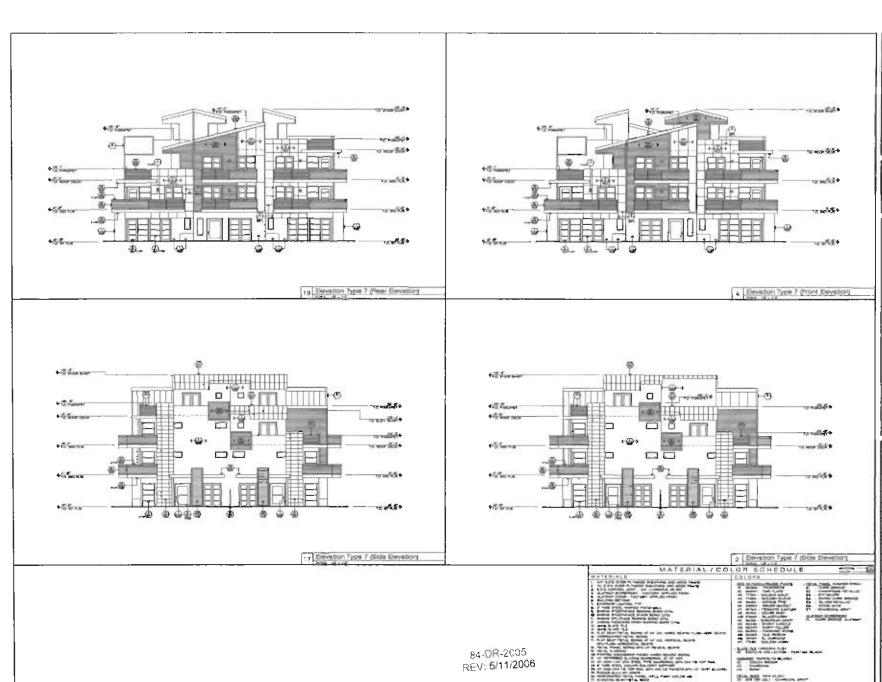
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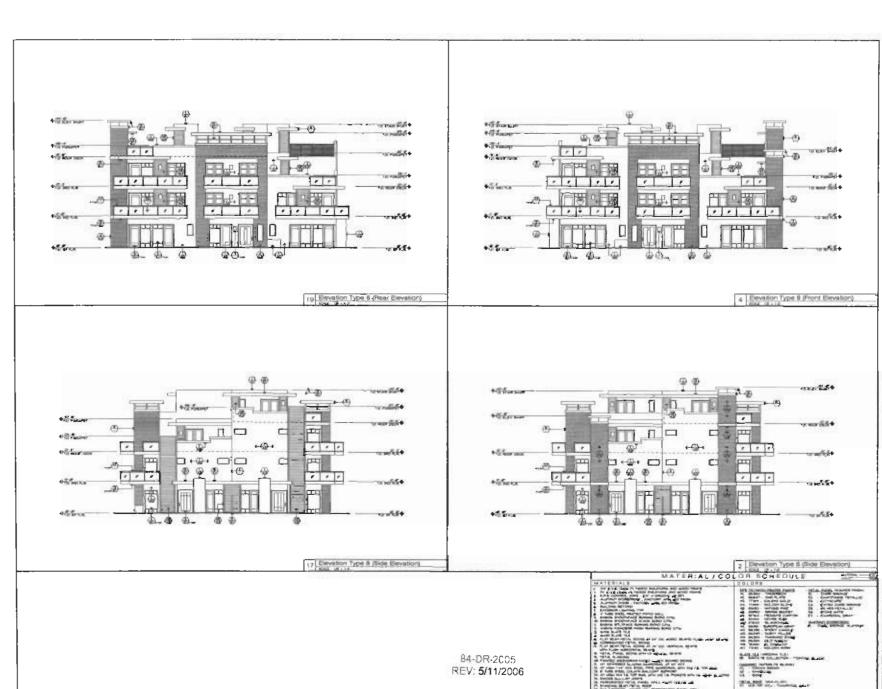
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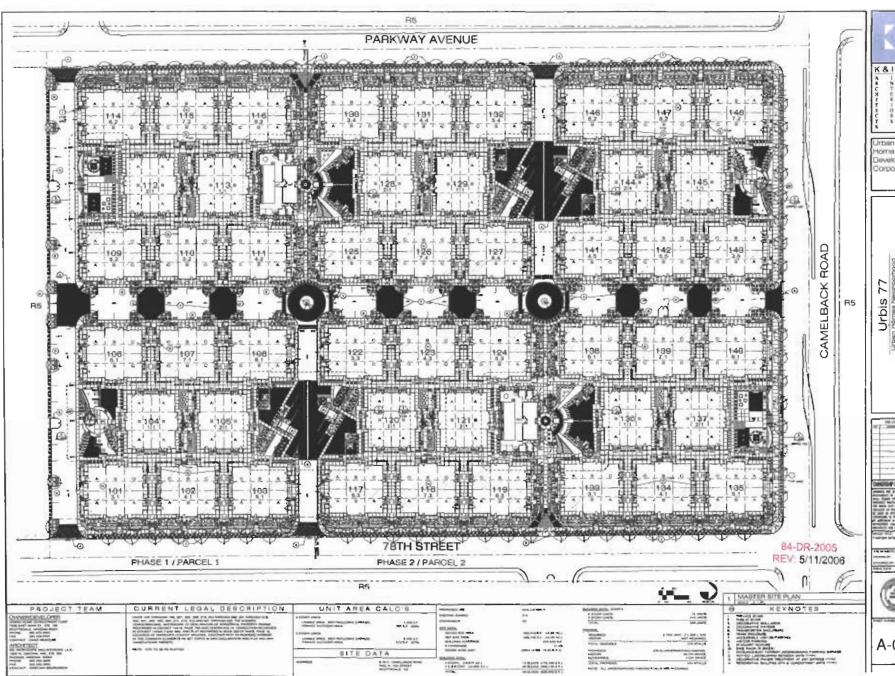
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Building Type 1

Building Type 2

Building Type 3



Building Type 4

Building Type 5

Building Type 6



Building Type 7

Building Type 8







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2 Side Elevation - Type 1

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Front Elevation - Type 2 •



2 Side Elevation - Type 2

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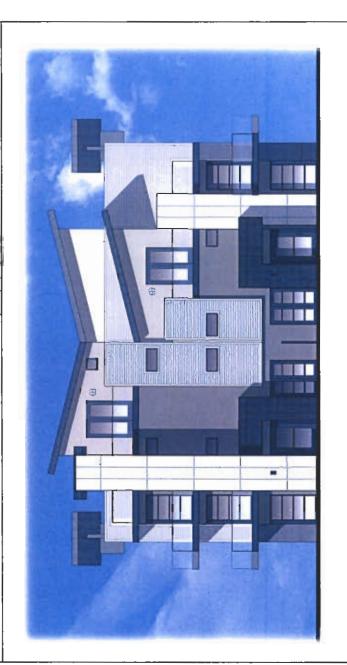
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Front Elevation - Type 3 _



2 Side Elevation - Type 3



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Front Elevation - Type 4



2 Side Elevation - Type 4

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Front Elevation - Type 5



2 Side Elevation - Type 5









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Front Elevation - Type 6.1



2 Side Elevation - Type 6.1













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1 Front Elevation - Type 7.1



2 Side Elevation - Type 7.1









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Front Elevation - Type 8.1



2 Side Elevation - Type 8.1

















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